

SEPTEMBER-OCTOBER 2012



A Message from the Deputy Assistant Secretary for Domestic Operations

Dear DEC Members,

Hello again! The fall season brings with it a renewed energy, and in my four months in this position, I have already had the opportunity to meet many of you, and to engage our trade specialists across our great country. Just two weeks ago I had the pleasure of meeting long-standing Tennessee DEC Chair, Leigh Shockey, in Nashville. Leigh, a committed American exporter, traveled to Nashville from her home in Memphis to enrich our Great Lakes network's strategic planning session, a great example of DEC members' contributions at every level of our organization.

September means we are only a month away from the 2012 National DEC Forum being held here in the Reagan Building in Washington, DC. There are many new details about the event within this newsletter, and I urge all of you to attend. This "off year" national DEC event serves a valuable purpose – it allows DEC members to rest a bit from the overwhelming task of pulling together a major conference, yet it facilitates communication by offering a short, focused get-together to help us all plan our important work together over the next year. At the conference, I will be presenting the third annual DEC of the Year award and providing a Domestic Operations update. I very much look forward to meeting with and getting to know you face-to-face.

In the last newsletter, I told you about one of my first priorities -- ensuring that our staff has the skills and tools to be effective. To date, ODO personnel in the field and at headquarters have received training in Trade Promotion Coordinating Committee (TPCC) sessions on the interconnected roles of all federal agencies in export promotion, NASBITE certification, web development and many other topics. Our HQ folks as well have been visiting the domestic field to participate in events and engage in strategic planning sessions. In the July-August newsletter, I also committed to expanding Export Tech and enhancing Export University. As of two weeks ago, we secured a memorandum of understanding with the Department of Commerce's National Institute of Standards & Technology (NIST) to expand and collaborate on Export Tech nationwide. Our efforts to expand and regularize Export University also continue, and we are working with the National DEC to see that through.

Thanks for your continued commitment to American exports and to the Commercial Service; see you at the Forum!

Regards,

Antwaun Griffin, Deputy Assistant Secretary for Domestic Operations, U.S. Commercial Service

DEC MISSION:

The District Export Councils contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.



2012 NATIONAL DEC FORUM IS OCTOBER 16!

The 2012 National DEC Forum, **Best Practices & the Future of U.S. Trade**, will be at the Reagan International Trade Center in Washington, D.C. on October 16, 2012. Open to all DEC members and associates, this event will focus on issues relevant specifically to DEC members and DEC members. There will be three primary components: a plenary session, three best practices sessions of two concurrent tracks each, and three panel discussions on the future of U.S. trade. All Forum sessions will involve interactive discussion between presenters and attendees. DEC members can also participate as presenters in the best practices sessions, which will cover the heart of how and what we do as DEC members. If interested in participating in a Best Practices session, please contact the individual listed below for the session in which you have an interest. The 2012 National DEC Forum is an event you will not want to miss. To register, please go to <http://www.regonline.com/ndecforum2012>.

BEST PRACTICES SESSIONS

Export University
Lisa Kelly, Washington DEC
lkelley@fedex.com

DEC 100/Mentoring Programs
Phyllis Jones, Maryland DEC
psj1000@gmail.com

CIBER/College & University Programs
Mark Ballam, San Diego & Imperial DEC
mballam@mail.sdsu.edu

Community
Outreach/Marketing/Fundraising
Charlotte Starfire, Georgia DEC
charlotte.starfire@suntrust.com

BIS/Compliance Seminars
Roy Paulson, California Inland Empire
DEC
RoyP@paulsonmfg.com

DEC of the Year Nominees
Dan Ward, Mid-America DEC
Dan.Ward@westernforms.com

PROTECTING YOUR INTELLECTUAL PROPERTY AT HOME & ABROAD: STOPFAKES.GOV ROAD SHOW

Chicago – September 25. IPR is a challenging issue for many exporters. On September 25, the Illinois DEC, the International Trade Association of Greater Chicago, the U.S. Patent & Trademark Office, and ITA's Intellectual Property Rights Office will address the top intellectual property mistakes of small businesses. Focus will be on intellectual property and trade as well as intellectual property and the Internet. www.itagc.org/docs/ITAGC_Calendar_4325.pdf; e-mail: rsvp@itagc.org, or call 773-725-1106.

Discover 2012 - SEPTEMBER 2012

The Mid-Atlantic District Export Council and the U.S. Commercial Service invite you to join them on September 25-26, 2012 in Atlantic City, New Jersey for a two-day international conference designed to help U.S. businesses take advantage of established and emerging export opportunities. Almost every angle of overseas trade will be covered – let's say you want to get updates on FTAs or export regulations. Or maybe you want tips on how export financing can help you clinch that overseas sale – join one of the interactive discussions featuring leading global business experts from the private sector and U.S. government. Want to go in-depth on a specific market? Attend the sessions that feature detailed intelligence on Africa, Asia, Europe, Middle East, and North-Central-South America. Know where you can sell but need detailed, company-specific counseling? Meet with U.S. Commercial Service officers from Africa, Brazil, Canada, China, Colombia, Greece, India, Iraq, Japan, Korea, Mexico, UAE and more. For those attendees already honed in on a market but needing connections, pre-screened business-to-business meetings will be available with buyers from Central America and the Middle East. And in between sessions, numerous networking opportunities will be available, as well as luncheons and receptions.

<https://events.r20.constantcontact.com/register/eventReg?llr=xnvwtbjab&oeidk=a07e5w9uafy469a4a2e>

What Are You Doing Next Wednesday?

Every first Wednesday of the month, the Southern CA DEC Sponsors a Global Market Intelligence Webinar Series. Working with the Irvine, CA Chamber of Commerce, the U.S. Commercial Service, and the SBA, the DEC is in its third year of this series. Topics include country/market, import & sourcing, FTAs, financing/insurance, and success stories. Featured Presenters include US&FCS senior commercial officers or specific country trade offices. Login and dial-in information, along with other information about the Global Market Intelligence Webinar Series can be found at:

www.irvineglobalmarkets.com. The Global Market Intelligence Webinars are hosted by Randal Long, Chairman of Partnership & Outreach, DEC Southern California.



WV DEC Export Management Course celebrates 10 years – Seeking Companies to Participate in College of B&E Course

After 10 outstanding years helping numerous West Virginia (WV) exporters, the WVU College of Business & Economics, the West Virginia DEC, and the WV USEAC will continue offering a course at WVU in Export Management for business professionals. In this course, students take on the role of an international consultant as they are paired with company representatives to develop an Export Marketing Plan targeted to the specific needs of the participating company. Designed to encourage exporting by WV companies, it helps participants assess their export readiness skills, as well as by guiding them through every aspect of exporting. The 2013 course will be offered from January to April, and information is available [here](#). The DEC and USEAC are seeking active company participants in this program.

And more events...

September 27th 2012 – Export This!

A DEC Roadshow Event - Increase Your Revenue and Create Jobs!

There are two ways to increase revenue: You can sell more products to the same customers or you can sell the same products to more customers. If you are not exporting, you are ignoring 70% of the market opportunity for your current products and services. Export This! will help bring that market opportunity into focus. Executives from other Maryland businesses and Trade Experts will share their knowledge on tapping into the global market and navigating the risks and the regulations and reaping the rewards of exporting.

WHEN: Sept. 27, 2012 – 8:30 to 10:30 am

WHERE: The HEAT Center in Harford County, MD

1201 Technology Dr. Aberdeen, MD 21001

FEE: \$25

October 2 to November 20, 2012 (every Tuesday) -- Charlotte, North Carolina DEC -- Export University 101 Introduction to Exporting. <http://www.ncdec.us/export-university-charlotte.html>

October 2 -- Baltimore, MD -- Maryland/DC DEC -- Export Compliance & Anti-bribery Seminar <http://www.mddcdec.com/> or call Ariel Arcadipane at (443) 263-8206

October 18, 2012 – District Export Councils of Texas, Houston – Export University 101 Introduction to Exporting. <http://www.tmacgc.org/index.php/component/content/article/106/106>

November 7, 2012 – Prince George's County, MD -- Maryland/DC DEC -- Export This! Registration TBD

DEC BEST PRACTICES



VA-DC DEC Program Helps New AND Established Exporters

The Virginia-Washington D.C. DEC and the Virginia Small Business Development Centers have developed the "Passport to Global Markets" program to accelerate entry and expansion into global markets for Virginia based companies. Designed for new or experienced exporters, the 10-week program leads to a comprehensive international growth strategy, results in development of a detailed export plan and prepares companies for an overseas market visit. It includes 3 days of customized training that combines panels, exercises, and one-on-one counseling with experts. Topics include trade financing, shipping and logistics, government resources and more. Intermittently, companies receive trade counseling. The VA-DC DEC's program will start at George Mason University on September 7 and 21 and October 26. For more information, contact DEC Chair John Saylor at jsaylor@lata.com.

Arizona DEC

Student Essay Contest

Connecting with younger generations is not always easy, but the Arizona DEC is committed to helping students understand the importance of global trade to their future success. The Arizona DEC has been conducting a scholarship contest for undergraduate college students for four years now. The purpose of the essay contest is to provide college students an opportunity to express their interest in international business and to increase their understanding of global affairs. This year's topic was whether or not they viewed international trade as positive or negative for the U.S. and Global Economy. Winning student contestants have a chance to win prizes from \$350-\$1000. According to "idea man" and selection panel leader Innocent Abiaka, "it is truly gratifying to read the essays we receive from the students. The students gain an understanding of the big world around them as they work through and research their essay content. And the DEC continues its commitment to bettering the local community in a long-term way by touching future generations of business leaders."

Lesson 2 Life

Lesson 2 Life is an initiative by the Arizona DEC that gives Arizona teachers the opportunity to observe and partake in real-world experiences in the topics they are teaching in the classroom. This can integrate the different skills required in the workplace that not measured on classroom tests, such as collaboration, problem solving and innovation. Teachers are connected with local businesses with whom they work for a portion of the summer. Once school begins again, they bring back their experiences to the classroom to better prepare students for expectations of the work environment. According to Karen Grose, Master Teacher and Project Director of Lesson 2 Life, "Lesson 2 Life is designed to build partnerships between educators and local businesses...a rich professional development experience that teachers really love after they participate."





DEC EVENT RESULTS



East Michigan DEC Visits U.S./Canada Border

Pictured above are members of the East Michigan DEC with Lorraine J. Hariton, Special Representative Commercial and Business Affairs, U.S. Department of State, during a tour of the U.S. and Canadian borders in June, 2012. The group toured both sides of the border to witness commercial activities and to understand the issues related to a new bridge to be built between Detroit and Windsor, Canada. The photo was taken on a truck ferry in the middle of the Detroit River between Detroit and Windsor, Ontario, Canada. Ms. Hariton is shown fourth from left, with DEC members and USEAC staff members.

Compliance is Key Topic at Valuable Houston Event

The Houston DEC's Export University Session 4 was held on Thursday, August 16. This very detailed and intensive educational program was designed by the U.S. Department of Commerce's Bureau of Industry & Security to keep exporters compliant with numerous export regulations. The Houston DEC and the Houston USEAC worked together to organize and recruit attendees to the session, which was held at University of Houston Small Business Development Center.

Over 85 attendees attended the half-day session that focused on how to determine whether an export requires a license. The program also helped people understand the intricacies of the Foreign Corrupt Practices Act and the embargoes and sanctions that potentially could lead to costly mistakes if not clearly understood. Ideal for any exporter's logistics unit and legal counsel, the program offered useful best practices for export compliance and showed everyone how to develop an effective export compliance program for businesses of all sizes.

VA-Washington, DC DEC Proves Washington Does NOT Stop Working in August!



The weather didn't seem quite as steamy as usual earlier this August. Maybe that's the reason more than 75 members of the Virginia-DC trade community showed up for the DEC's Bi-monthly Afterhours Networking Event on August 2nd at the Arlington County Economic Development Office. Or perhaps it's because the word has gotten around that these afterhours networking events allow a unique opportunity for leisure conversation among DEC members and others from the private sector, the Washington diplomatic community, representatives from ITA, USTR, USTDA, EXIM Bank, World Bank, etc. and trade associations. But who knows? The secret to the success of these events may be the themes -- each event has a theme and this particular event focused on the upcoming Discover 2012 Conference being held in Atlantic City on September 25th and 26th by the DEC and the Commercial Service. For information about future events, contact Dec Chair John Saylor at jsaylor@lata.com.

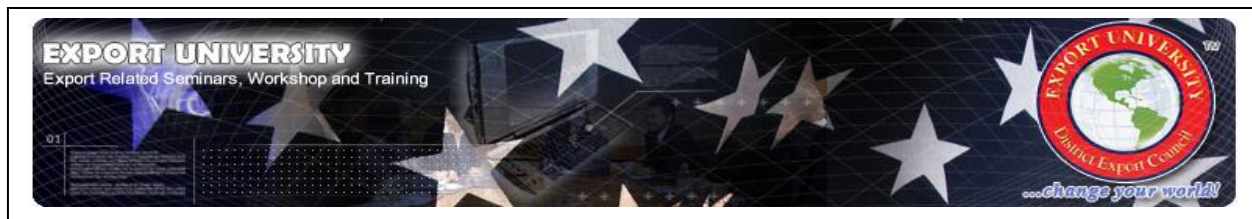


MORE EVENT RESULTS



Governor Presents Plaques to WV Companies With “First Dollar Earned” in New Markets

At the annual West Virginia DEC's "Governor's Commendation for International Market Entry" on June 28, 49 West Virginia businesses were presented by Governor Earl Ray Tomblin with framed currency from each new country to which they began exporting in 2011. The event was organized by the West Virginia Development Office and held in the Culture Center at the Capitol Complex (pictured above) in Charleston, West Virginia. It was followed by a WV DEC meeting attended by DEC members, West Virginia USEAC Director Leslie Drake, and Wheeling USEAC Trade Specialist Diego Gattesco. "Our export performance continues to be a source of pride for our state and strength in our economy," said Gov. Tomblin during the event. "International trade and investment create and retain jobs in West Virginia. In 2011, West Virginia exports increased 39.5 percent, the highest export growth rate of any state in the nation. I thank our exporting companies for their efforts and congratulate them on their success."

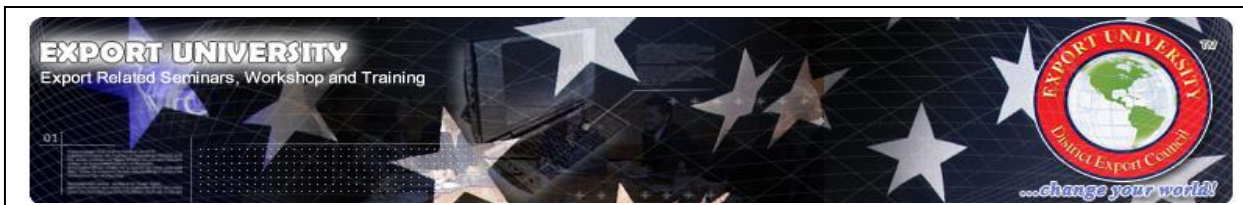


Pictured from left to right: Under Secretary for the International Trade Administration, Francisco Sanchez; Derek Lanter of Wailua Estates; Jim Jacobsen of Functional Nutriment; Duane Okamoto of Hawaii Flora; Randy Kuba of Aloha Excellence; and Lieutenant Governor, Brian Shatz.

The **Hawaii Pacific DEC** has a long history of overcoming difficult logistics and reaching out to a broad spectrum of exporters throughout the Hawaiian Islands. There are four islands – reachable only by boat or air – where the bulk of Hawaii’s exporters reside. This makes it tricky (and expensive!) for the USEAC and DEC to conduct in-person Export University (EU) programs. Nonetheless, the DEC conducted 101, 201 and 301 EU sessions in 2011 and 2012 for over 100 exporters on Oahu, the Big Island of Hawaii, Kauai and Maui. Compiling the best elements of more than 7 export training programs from around the country, all the sessions focused on the unique needs of Hawaii exporters. Topics have included and may include in the future export controls, market-specific insights, social media and international sales among others. But the most exciting thing about these sessions is that each attendee completes the course series by developing an International Business Plan that is entered into a competition to earn a cost-share. The cost-share program pays for companies’ airfare, hotel, transportation and business-related costs to travel to their target market. Funding comes from STEP funds, grants the DEC has secured, and private sector sponsors. Many companies have used it to pay for Gold Key services from the Hawaii USEAC or tradeshow attendance. In 2011, 4 companies earned \$2,250 to travel to their target market, and the results were amazing -- attendees sold \$699,000 in exports. In 2012, 32 companies have, or soon will, earn \$2,000 to travel to their target market. In the future, the DEC is looking to offer Export University 101 courses completely online, so companies across the state and Pacific territories can participate. They will still offer advanced level courses in person.



At left and right, Hawaii USEAC Director John Holman and Export University Project Director Lesley Harvey on the local radio show “Asia in Review” hosted by DEC member David Day (center), promoting Export University.



Export University, Muy Bien!

On August 22, The Florida DEC hosted its 3rd annual Export University 101 course in Miami, “Introduction to Exporting.” Conducted entirely in Spanish, however, this course took Export University to a new and previously untapped audience. The event was very well attended, with more than 50 business representatives from throughout South Florida. The Florida USEACs, in partnership with the Florida DEC and FedEx presented this unique session, catering to both new and experienced exporters. Speakers included local law firms, experienced exporters, logistic companies, and partners at the local and state level.

New York DEC and MBDA Collaborate on Export University 101 to Help Minority Exporters

New York City -- Cooperation and education will help more American companies and entrepreneurs export U.S. goods and services. On Wednesday, July 25th, this cooperation was in full evidence as the Minority Business Development Agency (MBDA) of the U.S Department of Commerce, the New York USEAC, plus the New York District Export Council (NYDEC) joined together to produce an Export University 101 event aimed solely at the minority business community in the New York City area. Additional support was provided by the Bank of New York Mellon, whose facilities at One Wall Street were put at the full disposal of the group.

At this all-day conference, the spotlight was on minorities who have traditionally been active in exporting, but needed to understand the process better. The 35 attendees heard from bankers, marketing experts, insurance experts, freight forwarders and government trade specialists. K.L. Fredericks, Director of the Harlem USEAC led off, talking about government programs designed to help small and midsize companies. She was followed by Manohar Sood, Vice President of Citibank, who talked about international banking and the challenges to getting paid promptly. Next was Joe Schoonmaker with the Altus Multinational Group, who talked about trade credit insurance, with an emphasis on the programs of the U.S. Export-Import Bank. Sidney Simon, Special Agent in Charge from Commerce's Bureau of Industry and Security (BIS) talked about licensing issues for certain products. And of course, moving goods from point A to point B could not be overlooked. That topic was presented by Travis Cook, who is a freight forwarder with American River Logistics. Finally, an actual exporter, Henry Lapidos of Export Trade of America Inc., gave a full analysis on how to take your product from thought to reality. All the speakers are connected to the NYDEC.

Submitted by: Joseph E. Schoonmaker, Chair, New York District Export Council

Want to see your DEC in the newsletter?
Email Feature Articles, Events, Important Dates, Comments and Suggestions to
DECNewsletter@trade.gov

UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

During the weeks since the last Newsletter, the DEC National Steering Committee has been hard at work continuing the initiatives that it has been developing over the last several months.

First and foremost are the continued preparations for the National DEC Forum on October 16 in Washington, D.C. The DEC Forum promises to be the most important DEC event of 2012. The DEC Forum, which this year is the DEC's annual meeting, is our chance as DEC members to share with each other what we are doing with our DEC's, what is working, and how we can do a better job of serving our business communities as the number one source of exporting expertise. The DEC Forum will also give us as DEC members the opportunity to directly interact with trade policy makers in Washington, D.C. Both trade agency officials and congressional legislative staff will be present to discuss where U.S. trade policy and legislation is headed. These two features of the DEC Forum, discussing DEC best practices with one another, and discussing trade policy and legislation with key government players, will be the sole focus of the DEC Forum and is what sets the 2012 DEC Forum apart from other past DEC national conferences. The registration fee of \$125, in addition to attendance at the entire Forum, will also give you three solid meals—a breakfast buffet, a plated lunch, and an evening reception. To register, go to www.regonline.com/ndecforum2012. The DEC Forum agenda can also be downloaded from www.districtexportcouncil.com. As the week of October 16 will be a busy week in D.C., it is also recommended that you register for a hotel room early by contacting the Key Bridge Marriott Hotel prior to September 15 in order to lock in the special room rate. To reserve a room, call 800-228-9290 and ask for the National District Export Council rate.

One of the features of the DEC Forum, as mentioned above, will be DEC Best Practices sessions. The DEC National Steering Committee has been busy planning these sessions, which will run in two concurrent tracks. These sessions will cover critical areas and common activities in which DEC's engage. Each of these sessions will be moderated by a National DEC Steering Committee member. You have the opportunity yourself to directly participate in these sessions. The moderator and email for each session is listed below. Please contact the session moderator if you are interested in participating in a particular session by discussing what your DEC is doing in that area.

DEC 100/Mentoring Programs

Moderator: Phyllis Jones, Maryland/DC DEC, psj1000@gmail.com

Export University

Moderator: Lisa Kelley, Washington State DEC, lkelly@fedex.com

CIBER/College & University Programs

Moderator: Mark Ballam, San Diego & Imperial DEC, mballam@mail.sdsu.edu

Community Outreach/Marketing/Fundraising

Moderator: Charlotte Starfire, Georgia DEC, Charlotte.Starfire@SunTrust.com

Another event that the DEC National Steering Committee has been hard at work on is a Workshop on Combating Foreign Trade Barriers, which will be held in Washington, D.C. on October 17, the day after the DEC Forum. This event, which is a follow on event to the DEC Forum, has been two years in the making and is the culmination of the efforts of the National DEC to work with the Market and Access Compliance unit of the Department of Commerce in putting on a seminar on foreign non-tariff barriers. One of the National DEC's strategic partners, the U.S. Chamber of Commerce, is co-hosting this event. This Workshop will be held at the U.S. Chamber and will feature speakers from both MAC and the U.S. Trade Representative's Office. Importantly, when you register for this event you will also have the opportunity to sign up for one-on-one appointments with MAC officers to discuss non-tariff trade barriers that your business or clients may be facing. This Workshop will give you the opportunity to learn how you can deal with foreign trade barriers. For a brief overview of MAC and how it is working to combat foreign non-tariff barriers, you can view the July National DEC webinar, which is referenced below. To register for the Workshop, go to www.regonline.com/foreigntradeworkshop. Registration is only \$40 and includes lunch. The Workshop agenda can also be downloaded from www.districtexportcouncil.com.

The monthly webinars presented by the DEC National Steering Committee, which are held on the second Wednesday of the month, continue to be an opportunity for DEC members to keep up to date on National DEC activities. Speaking of foreign non-tariff barriers, the July webinar was a presentation by MAC on foreign non-tariff barriers and trade compliance. This webinar can be viewed or downloaded at www.internationaltradeattorney.com/Media/MAC.wmv. The August webinar was a presentation on the National DEC Regional Legislative Network and the upcoming National DEC Legislative Email Alert System. This new Email Alert System is in the process of being implemented and will give you as DEC members an easy and simple way to contact your legislators on selected trade issues. The September webinar will be an update on the National DEC Forum as well as on the new DEC logo. Please make an effort to attend the National DEC monthly webinars, which are always free.

Finally, the National DEC Steering Committee has been working with a graphics designer over the last several months to come up with a new DEC logo. The old DEC logo suffered from some fatal flaws. First, it was dated and was not an "iconic" logo. Also, it lacked the acronym that most of us refer to when mentioning District Export Councils – "DEC". Most importantly, the old logo had no place to mention the names of individual DEC's. Over the years various DEC's have either modified the old logo in some fashion to include their individual DEC name in the logo or have even created their own logo. As a result, the use of the old logo and its modifications created a mish mash of differing logos that detracted from any sense of unity between the DEC's and also provided a poor marketing image and DEC brand to the public. The new DEC logo, on the other hand, gives the DEC's a fresh new look, provides a unified DEC image and brand to the public, and gives individual DEC's their own names in the logo. All DEC's will shortly receive high resolution artwork from the National DEC for their particular logos. The logo at the top of this column is the particular logo for the National DEC and illustrates how the name of each individual DEC will be placed in the logo within the red box.

This is the last newsletter before the DEC Forum in October. I hope to see many of you there.

Daniel Ogden

Chair, National DEC

chair@districtexportcouncil.com